

ROCK FRIDAY | 22 Agosto | ROTA 677 | 19H

DATE: Friday, August 22, 2025
LOCATION: Padre Eustáquio, Minas Gerais, BR

Event Description

ROCK FRIDAY | 22 Agosto | ROTA 677 | 19H is a premier concerts event in Padre Eustáquio. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 40/100

Expected Attendance: 301 people

Event ID: Bf8tnptswdtCxu6fQL

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 120 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.